

First 5 California Commission

October 19, 2017

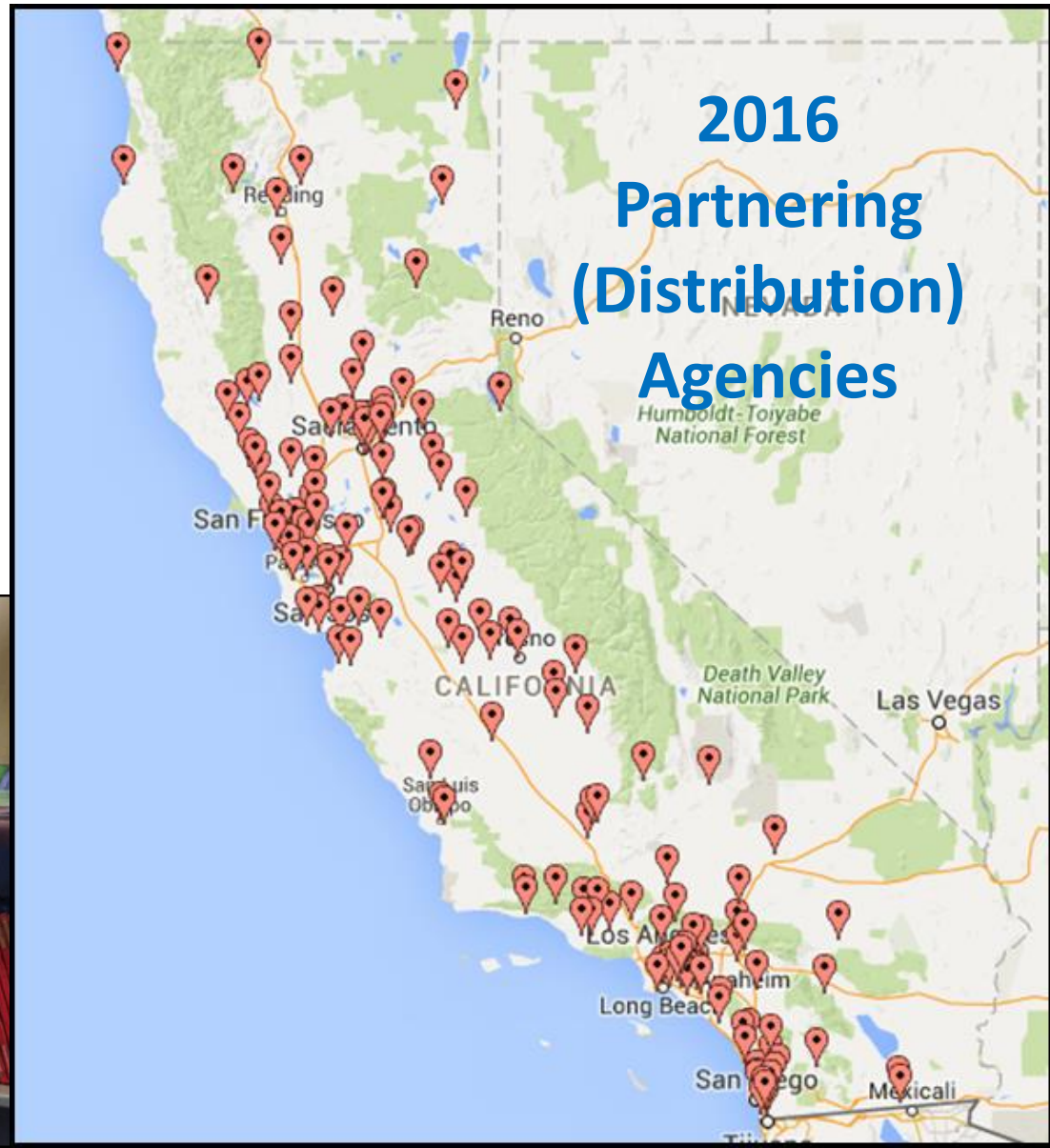




**Like a Food Bank,
but for Supplies**

Introductions

SupplyBank.Org Team



Mission and History

- Originally founded as a UC Berkeley student group as a fraternity philanthropy project – **GO BEARS!**
- Now the largest basic material needs assistance program in California

“Our Mission is to efficiently address the unmet basic material needs of homeless and other impoverished kids and adults w/o self-sufficiency.”



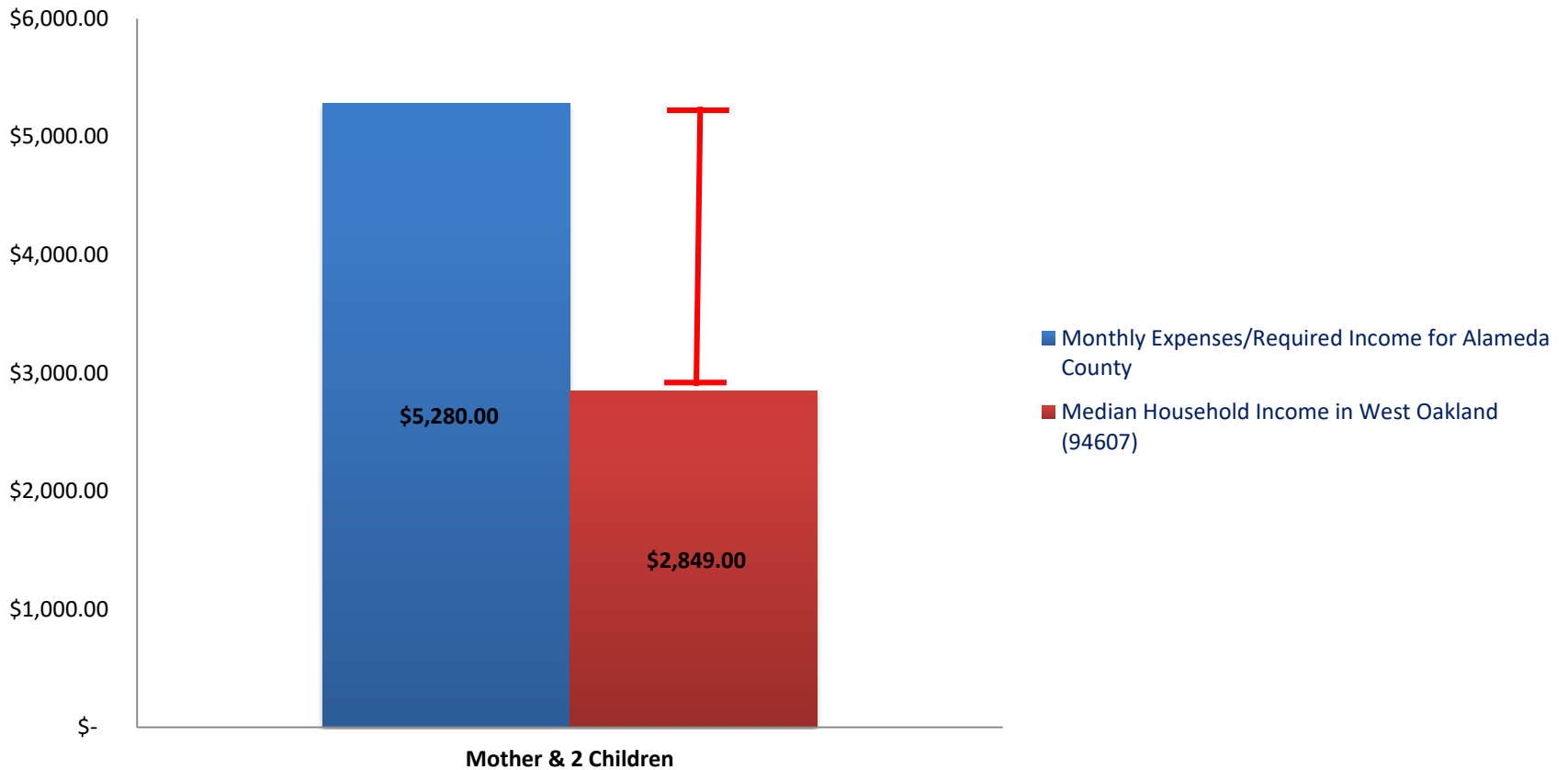
Key Facts

- Distributed \$25M of materials to more than 500,000 people in the last few years
- Vast Majority of budget is COGs
- 500 partnering agencies expected in 17/18 (programs to self-sufficiency)
 - ❖ *LEAs, community colleges, WIC, Social Services, shelters and CBOs*
- Successfully sponsored three state pieces of legislation for capacity/funds



Resource Gap

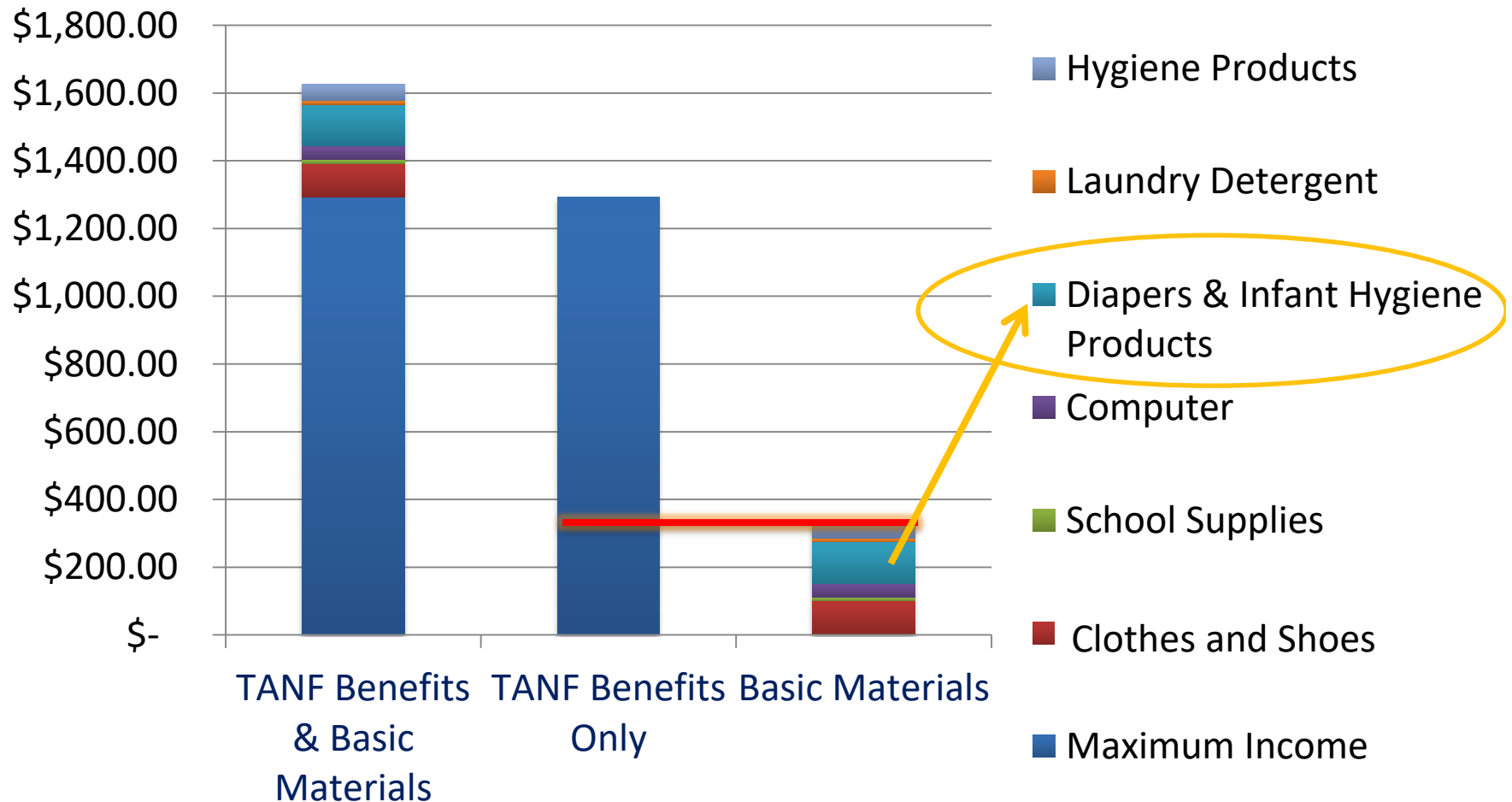
Required Monthly Income vs. Median Income, ZIP 94607



Example: Diaper Need as a Percentage of Total Income

Program	Monthly Income Limit	Percentage of Federal Poverty Line	Minimum Percentage of Income Spent on Diapers (\$100/month)
CalWORKs (Cash Aid Only)	\$704	42%	14.2%
CalWORKs*	\$1,292	77%	7.7%
Medi-Cal	\$2,318	138%	4.3%
CalFresh	\$3,350	200%	3%

Basic Material Needs as a Portion of a CalWORKs Family of Three's Monthly Budget



Building a Scalable Solution



What's Worked Before: Food Banks



A “Central Hub” to Concentrate Resources for Public Benefit



ALAMEDA COUNTY
COMMUNITY
FOOD BANK



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Unique “Front Lines”

- Food Pantries, soup kitchens, and churches
- Schools and *means testing* CBOs and local public agencies



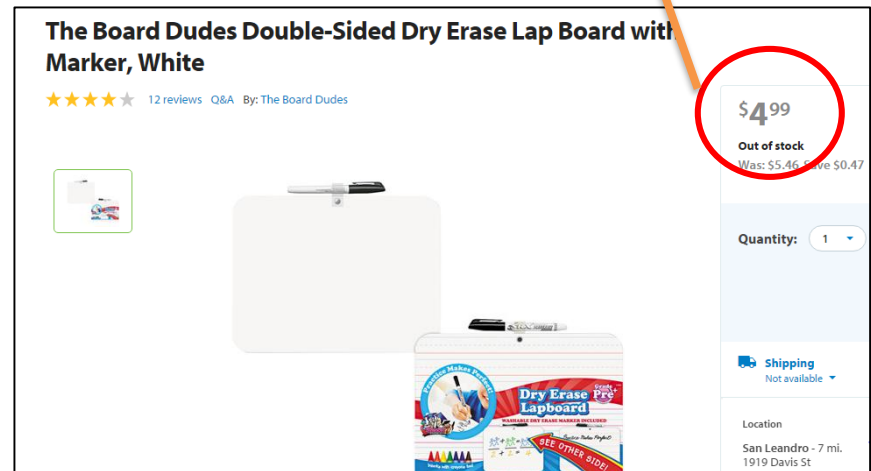
The Model has Worked for Seven Years with K to College Programs



We Pay: **\$1.25** ↓

Store: **\$4.99+ Tax**

The White Board Example



Direct Sourcing is more effective than donation bins or bulk discount brands



→ SupplyBank.Org:
\$0.05-0.10
**Quoted 0.03 and up*

National Diaper Bank
Network: **\$0.13-0.20**



Big Box Store:
\$0.25-0.35

Convenience Store:
\$0.30-0.50



Process for Building a New Agency in the War on Poverty

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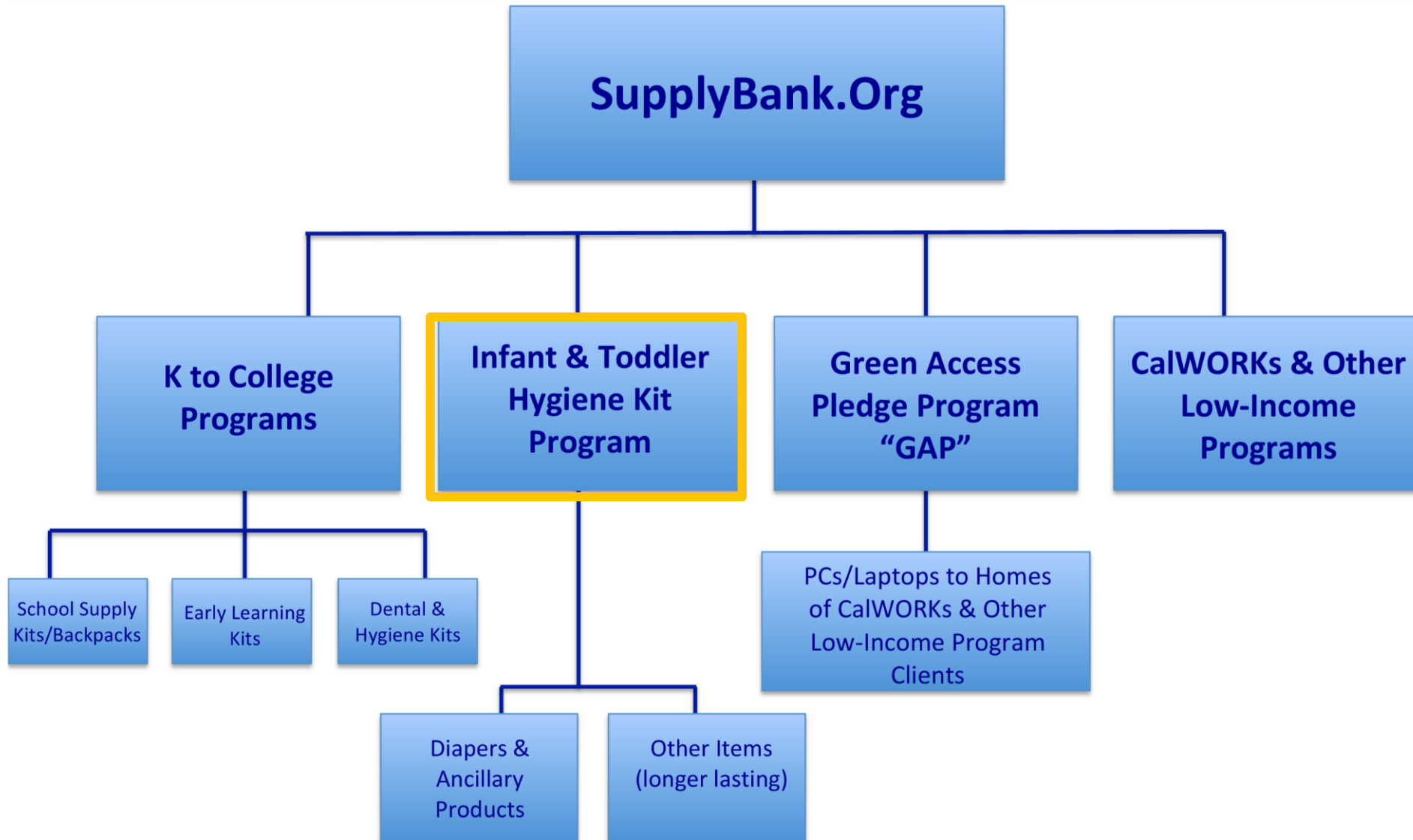
Building a Business and Implementation Plan

1. Engagement of Stakeholders
 - More than 1,000 meetings in 12 month period
2. Assessment of Resources Base
 - Cost of Goods and capacity
3. *Fund Resource Development Plan*
 - *Capital and other fixed*
4. *Distribution Mapping*
 - *Distribute materials through programs that provide pathways to self-sufficiency*
5. *Information Systems*
 - *ERP, WM, etc.*
6. *Impacts on People in Poverty*

CalWORKs and Other Focus Groups

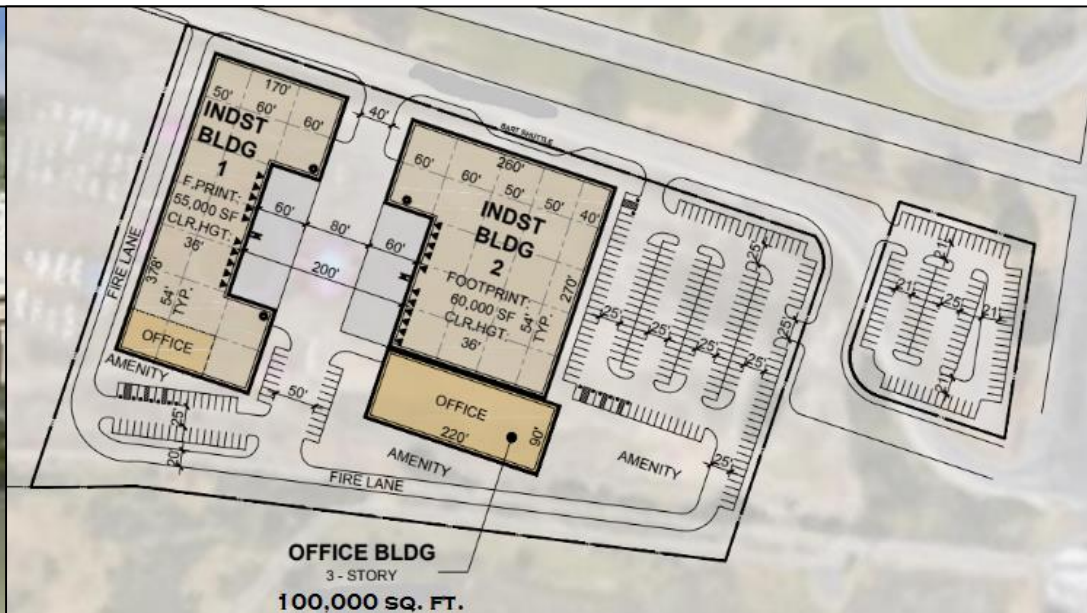
- *100% of participants who identified as parents identified diapers as the most difficult or expensive item to buy.*
- 100% of participants identifying as students and 58% of all participants reported that laptops are an essential need.
- 100% of participants experience a form of mental health debilitation due to unmet material needs.
- School supplies, clothing, hygiene also prominent

Programmatic Structure: 2018-2020



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Next Steps





Ancillary Benefits

- Jobs and Training
- Manufacturing
- Savings to other agencies through cooperatives
- Recycled and reuse products
- Health Improvements
- Substantial In-Kind Resources and Products for local Nonprofits



Going Onshore



In-Kind Opportunities

December gift from the Honest Company



Volume Presents Opportunity

Disposable Diaper Usage

	Birth	1 mo.	3 mo.	7 mo.	14 mo.	24 mo.	36 mo.
Avg. Boy Weight	8 lbs	9.5 lbs	13 lbs	18.5 lbs	24 lbs	28 lbs	31.5 lbs
Avg. Girl Weight	7.5 lbs	9 lbs	12 lbs	16.5 lbs	22 lbs	26.5 lbs	30.5 lbs
Stage Diaper	newborn	stage 1	stage 2	stage 3	stage 4	stage 4	stage 4+
Typical Stage Range	up to 10 lbs	8-14 lbs	12-18 lbs	16-28 lbs	22-37 lbs	22-37 lbs	> 27 lbs lbs
Daily Use	12	10	7	6	3	2	1
# Days	30	60	90	213	670	365	365
# Diapers Used	360	600	630	1278	2010	730	365
Total Diapers Used	5,973						

- Just 10,000 babies is 59,730,000 diapers over three years
- We expect to serve up to 100,000 in FY 18/19

Talk. Read. Sing.
Diaper Brand



Addressing Diaper Need in Alignment with First 5 California's Priorities

Shared Strategic Initiative: Children and Families

First 5 California:

- Supports innovative pilots that engages and strengthens families.
- Promotes greater access to key services needed for children's health.



Shared Strategic Initiative: Child Health

Diaper Need:

- **Medical Consequences:** for children's health such as diaper dermatitis, urinary tract infections, candidiasis and other conditions.
- **41,000 emergency room and inpatient** instances of diaper need related conditions were treated in California in 2016.



Shared Strategic Initiative: Children and Families

SupplyBank.Org's Diaper Kit Program:

- Distributes through partnering Family Resource Centers and WIC Offices to incentivize families to be more engaged in community developmental programs.

Shared Strategic Initiative: Systems and Network

First 5 California:

- Promotes a comprehensive and integrated system of programs and services for low-income families.
- Collaborates with First 5 county commissions to align and strengthen statewide initiatives.



Shared Strategic Initiative: Systems and Network

SupplyBank.Org's Diaper Kit Program:

- Aligns seamlessly with First 5's initiative to strategically fund programs that maximize resources.
- Partners with agencies such as Women Infants and Children and First 5 funded family resource centers.



Shared Strategic Initiative: Public Will and Investment

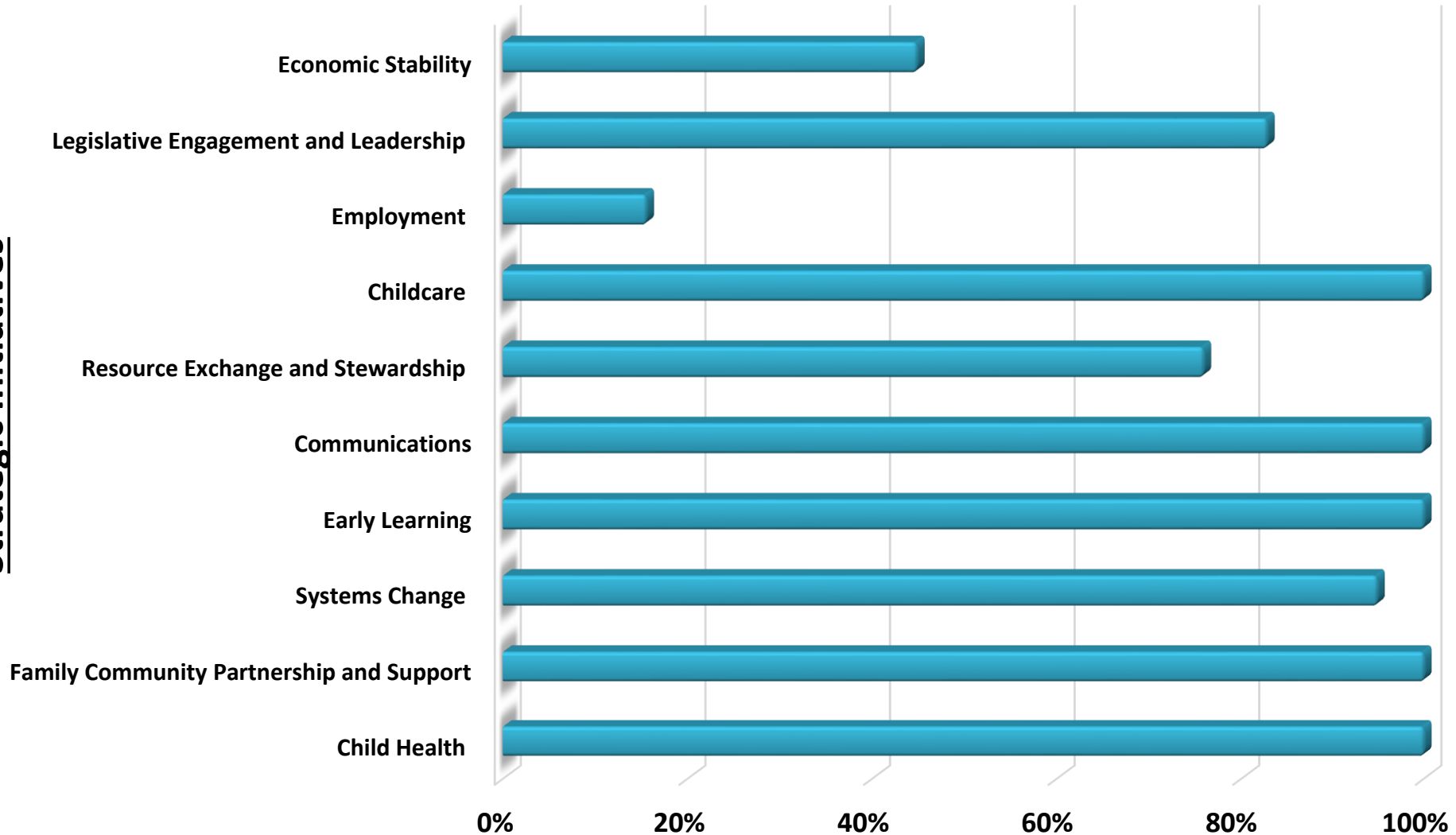
SupplyBank.Org's Diaper Kit Program:

- Incorporates First 5's successful Talk.Read.Sing. campaign's messaging on its diapers, baby wipes and packaging.
- Provides a model for policy change to address diaper need in California.
- Promotes the First 5 Network and its partner agencies



Percentage of County Commissions Funding Strategic Initiatives/Programs*

Strategic Initiatives

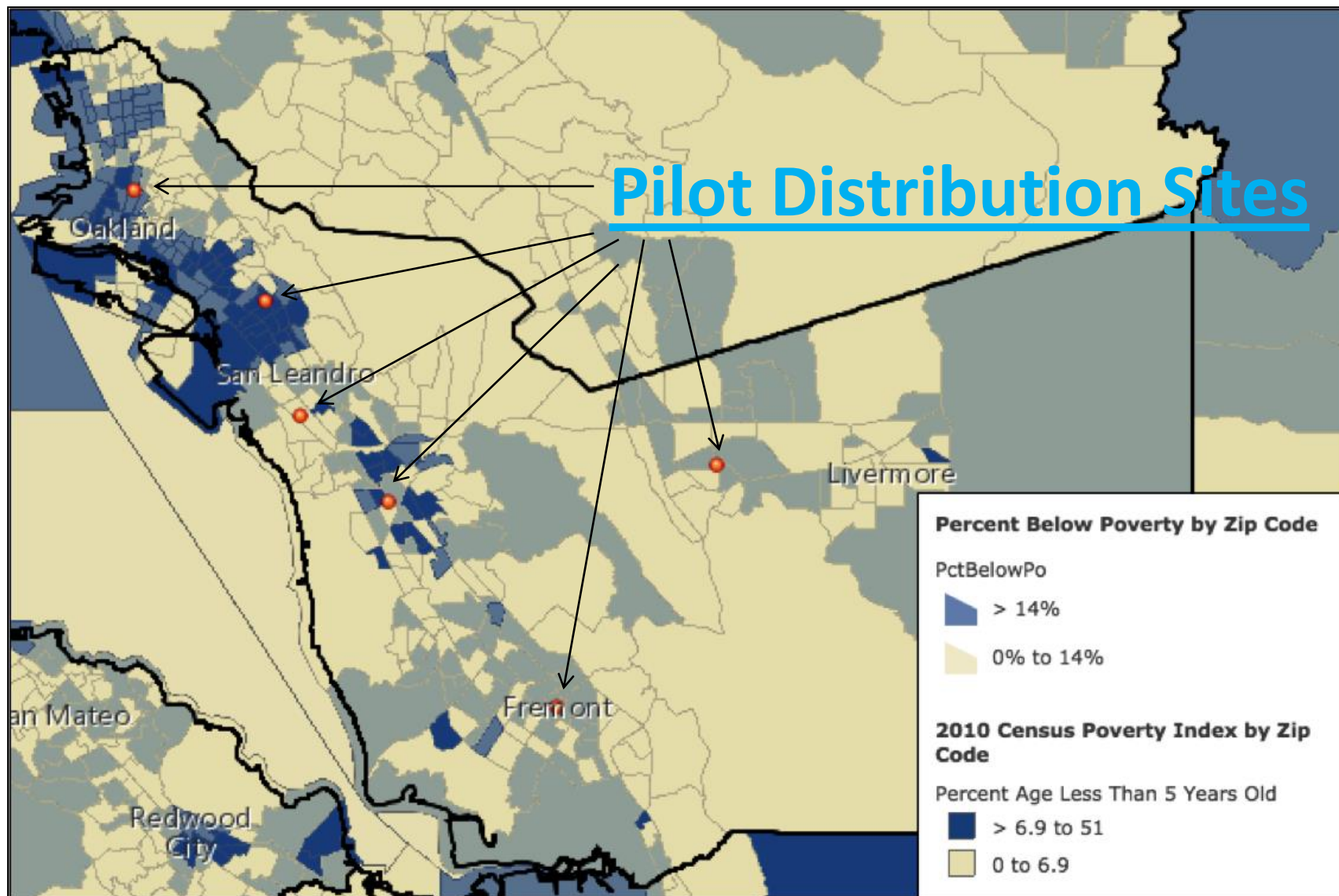


Diaper Kit Planning

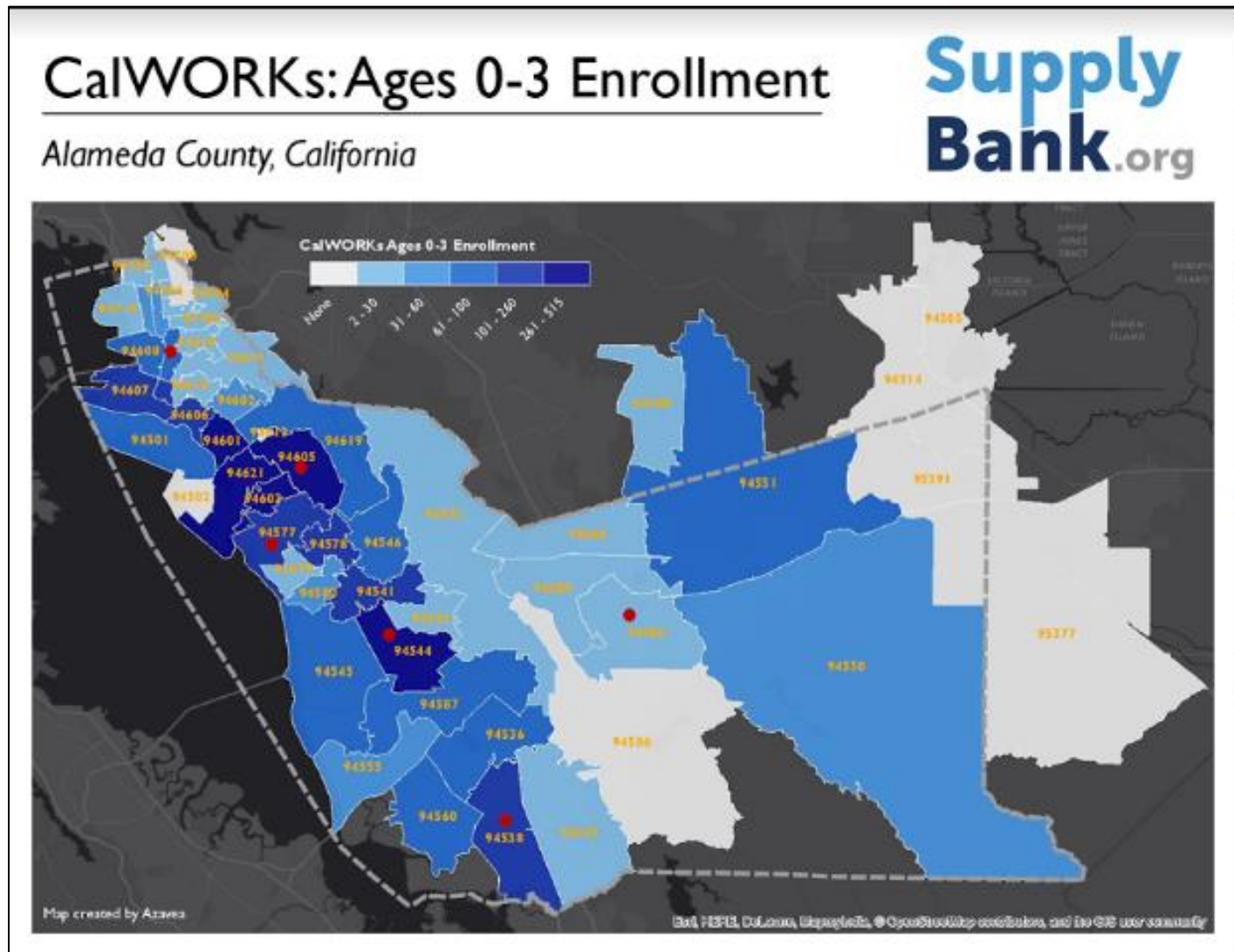
- **Planning Committee:** Alameda County First 5, Solano County First 5, Contra Costa First 5, First 5 Santa Clara, CA Association of Counties, Alameda County Public Health WIC, Kaiser Permanente and others
- **Determined contents** of diaper kit and newborn “*diaper backpack kit*”
- **Distribution Models:** Hypothesized and evaluated several methodologies



Alameda County Diaper Kit Distribution Model: WIC and FRCs



Alameda County Diaper Kit Distribution Model: WIC and FRCs



Diaper Need in Alameda County

Program	Monthly Income Limit	Percentage of Federal Poverty Line	Minimum Percentage of Income Spent on Diapers (\$100/month)
CalWORKs (Cash Aid Only)	\$704	42%	14.2%
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Healthcare Costs: Hospital Visits Alameda County

Condition	Emergency			Inpatient		
[Year]	2013	2014	2015	2013	2014	2015
Diaper Dermatitis	476	500	455	152	169	183
Urinary Tract Infection	435	423	387	85	95	66
Candidiasis	145	178	123	37	39	47

Source: Office of Statewide Health Planning and Development

Healthcare Costs: Hospital Visits Pilot Counties and State

Patient County	Diaper Dermatitis	Urinary Tract Infection	Candidiasis
Alameda	638	453	170
Contra Costa	446	430	140
Santa Clara	454	729	80
Solano	184	226	67
Statewide	14,537	19,484	4,029

Source: Office of Statewide Health Planning and Development

Data above is 2015. The preliminary 2016 report showed an increase to 41,000 total visits with the vast majority at an emergency room.

Talk. Read. Sing.



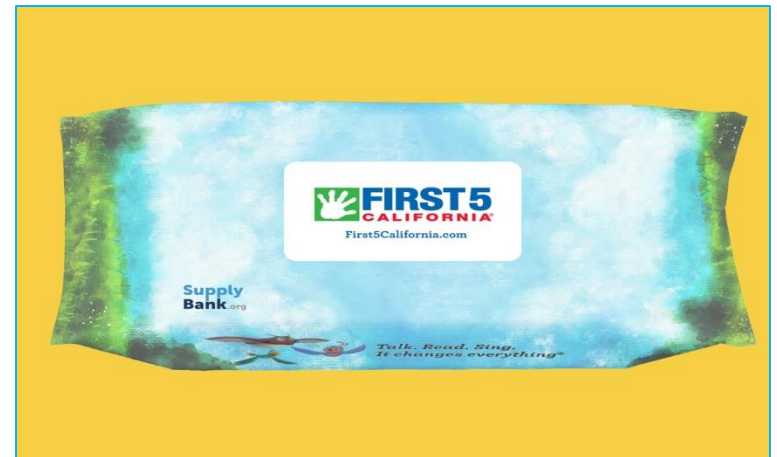
- Includes 100 TRS diapers
 - 50 for 3 year olds
- 200 TRS Baby Wipes
- Distributed through partnering County First 5 Commissions and their sites
 - Family Resource Centers
 - WIC Sites
 - Select Programs
- DRAFT Designs





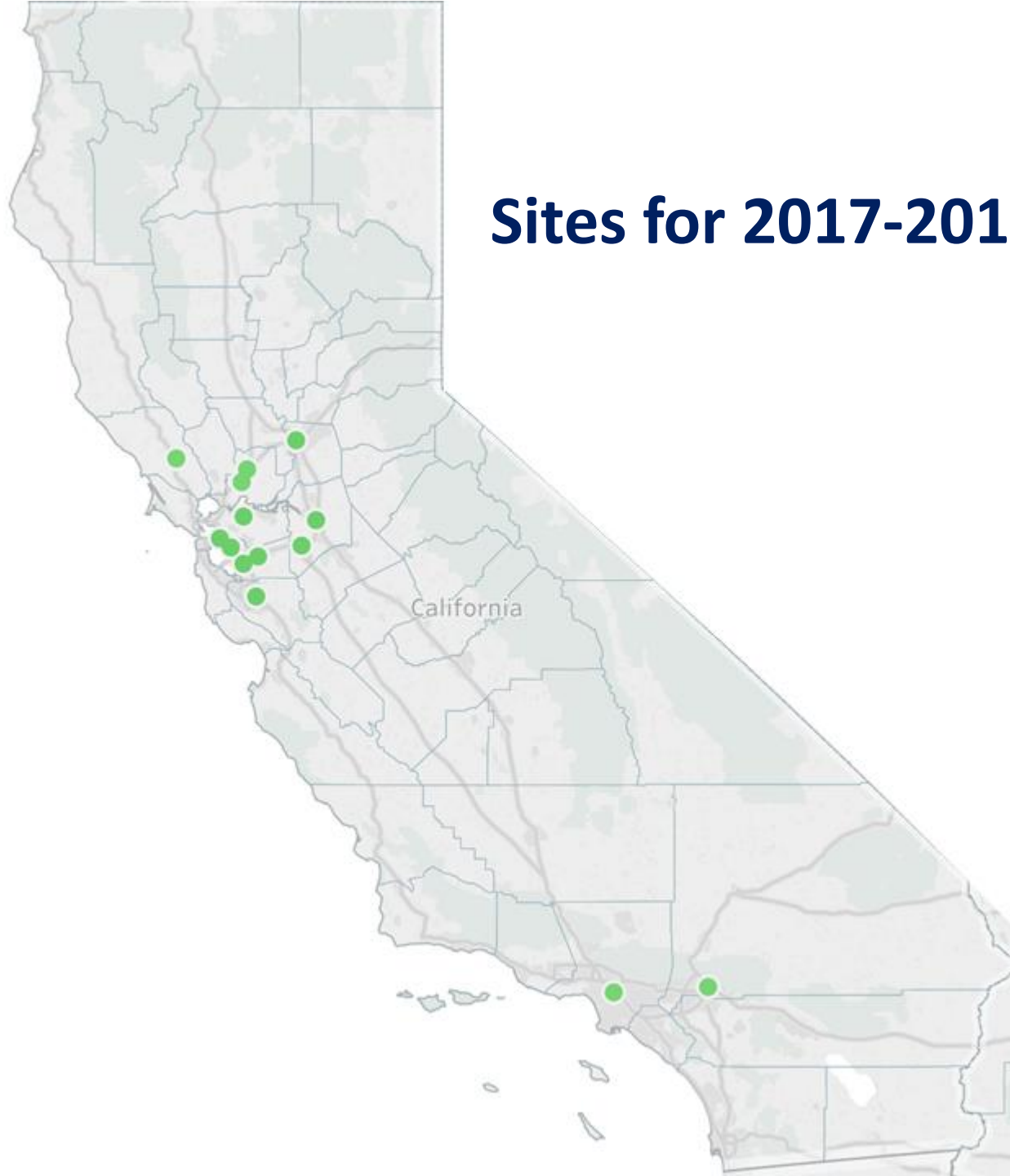








Sites for 2017-2018 FY



In Planning: County Commission Surveyed Sites and Similar Agencies



Map Legend

● Current Site

● Future Site

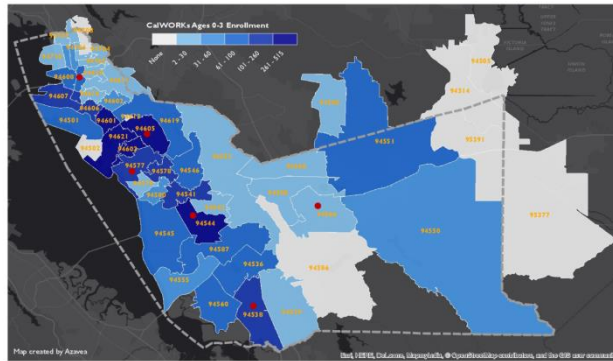
Diaper Kit Planning

- Commission Input is Key
- Data

CalWORKs: Ages 0-3 Enrollment

Alameda County, California

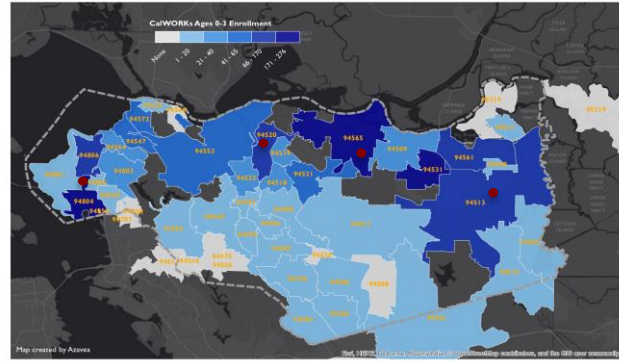
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CalWORKs: Ages 0-3 Enrollment

Contra Costa County, California

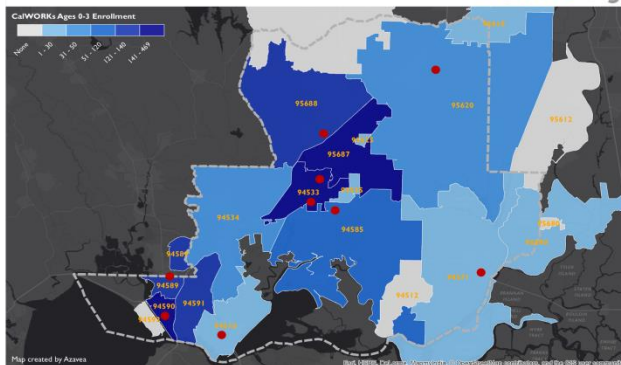
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CalWORKs: Ages 0-3 Enrollment

Solano County, California

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Comparing Models

SupplyBanking is More Efficient than the Voucher or Reimbursement Systems



→ SupplyBank.Org:
\$0.05-0.085 OR
\$4,200,000
**Quoted 0.03 and up*

***A recent budget proposal by Asm. Gonzalez Fletcher proposed making diapers a reimbursable expense for up to \$30 per month**



Big Box Store:

\$0.25-0.35 OR \$18,000,000

Convenience Store:

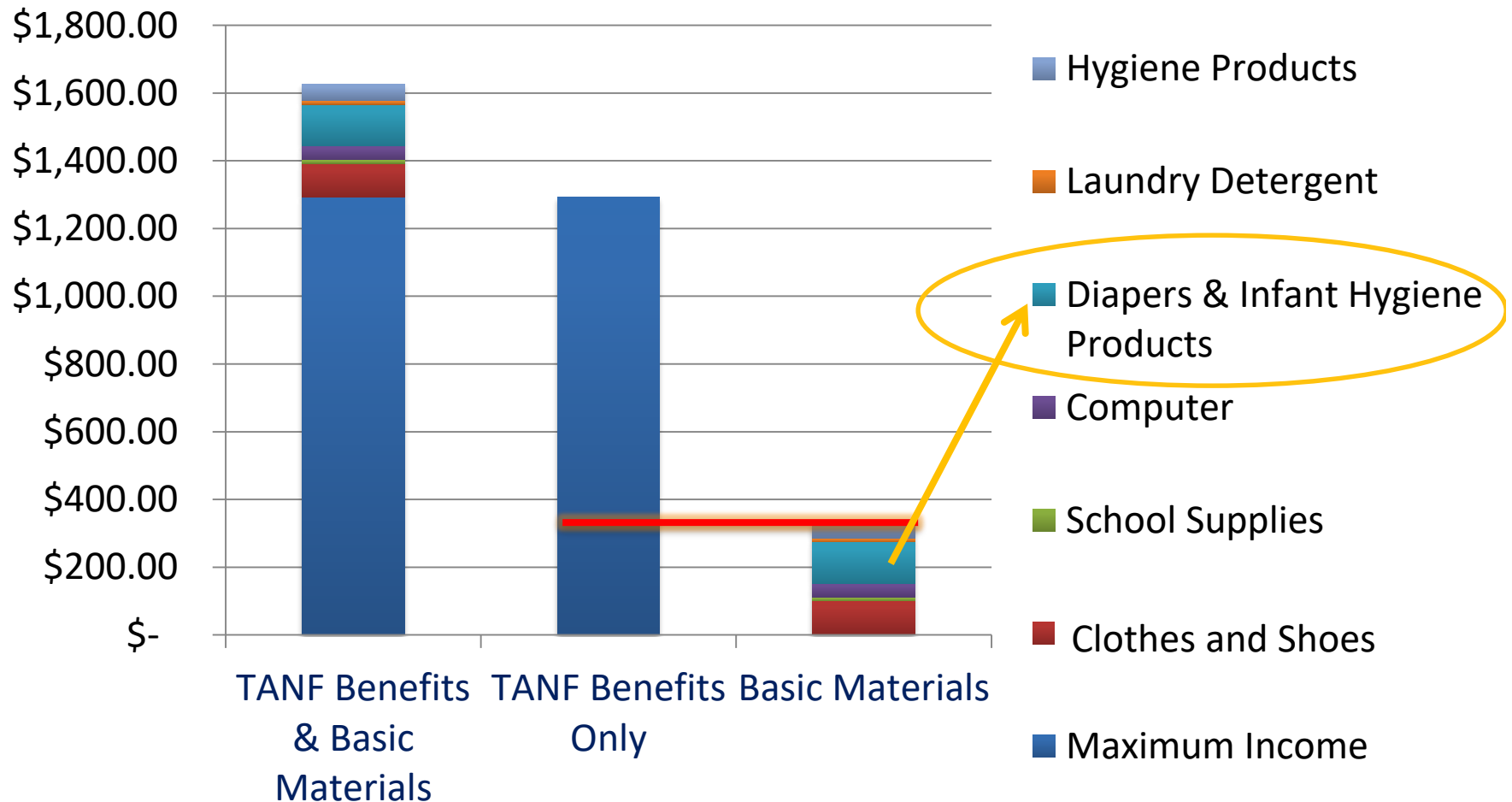
\$0.30-0.50 OR ~\$24,000,000

The Big Picture

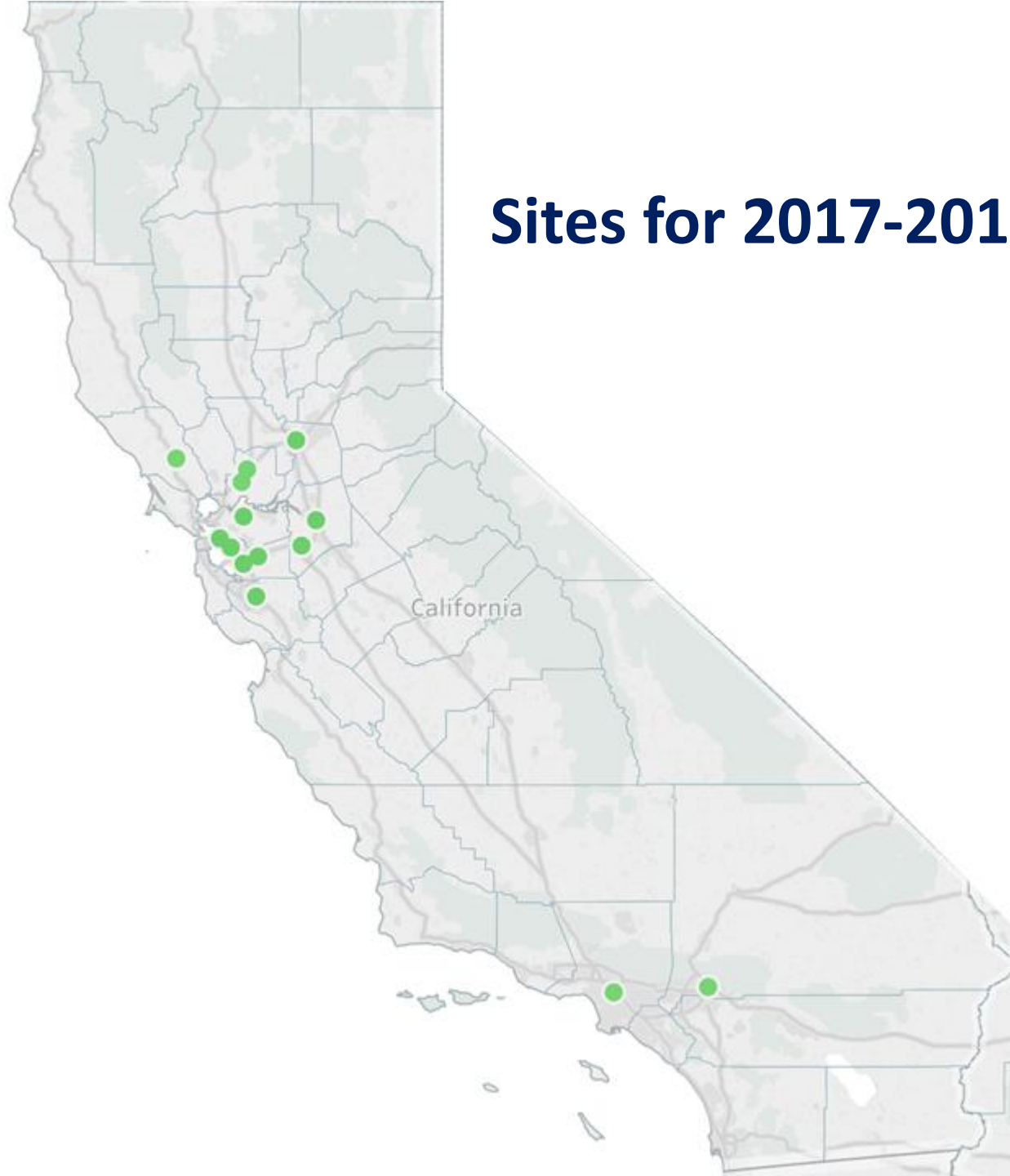
How we can serve more people with the same investment

Number of Babies Served	AB 480	SupplyBank.Org
10,000	\$3,600,000	\$990,000
20,000	\$7,200,000	\$1,980,000
30,000	\$10,800,000	\$2,970,000
50,000	\$18,000,000	\$4,950,000
100,000	\$36,000,000	\$9,900,000

Basic Material Needs as a Portion of a CalWORKs Family of Three's Monthly Budget



Sites for 2017-2018 FY



Thank You

